

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

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Merit Ending Low Tar Apathy.

Taste delivery of 'Enriched Flavor' tobacco
boosting appeal of low tar smoking

Time after time, smokers would try
the latest low tar cigarette hoping this
time they'd get taste.
Enough taste to make a
change.

Most were disappointed.

After years of trial and
error, it began to look like
no cigarette would ever
break the mold.

Then one did.

12tar Technology
Succeeds

The cigarette: MERIT.
The development:
'Enriched Flavor' tobacco. A
technology breakthrough
that resulted in a way to
boost flavor without

boosting tar. Taste tests proved it.

Delivers Taste of Higher Tar Cigarettes

Both MERIT and MERIT
100's were tested against a
number of higher tar
cigarettes. The results were
conclusive:

Overall, smokers
reported they liked the
taste of both MERIT and
MERIT 100's as much as
the higher tar cigarettes
tested.

Cigarettes having up to
60% more tar!

Only one cigarette has
'Enriched Flavor' tobacco.
And you can taste it.

© Philip Morris Inc. 1978



Kings: 8mg "tar", 0.6mg nicotine av. per cigarette. FTC Report Aug. 77
100's: 12mg "tar", 0.9mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's



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